

AMENDMENT ACCOMPANYING A REQUEST FOR CONTINUED EXAMINATION
Appln. No. 09/472,666
Amendment dated March 28, 2005
Reply to: Final Office Action of October 28, 2004
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

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Attorney's Docket No. 25-0030
Client's Docket No. P1485US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: KEITH C. THOMAS)
Serial No.: 09/472,666)
Filed: December 27, 1999)
Art Unit: 3622)
Examiner: Melanie A. Kemper)

Title: METHOD AND MEDIA FOR VIRTUAL)
PRODUCT PLACEMENT)

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE UNDER 1.116
Expedited Procedure--Examining Group Art Unit 2839

Sir:

In response to the final Office Action mailed October 28, 2004, and the Advisory Action mailed February 28, 2005, and in connection with the Request for Continued Examination submitted herewith, applicant hereby requests the entry of the following amendment to the application:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper

Amendments to the Drawings: None.

Remarks/Arguments begin on page 12 of this paper.